

mentioned food store among the respondents' answers. 10% of respondents could not recall a single example of good service at all.

According to Vadim Prokopiev, a well-known restaurateur in Minsk, it is impossible or almost impossible to provide WOW-service in Belarus because WOW-service is the prerogative of free people and unfortunately Belarusians are not free because they have "a policeman inside them". It means that our people tend to follow patterns. He marks out another big problem – rudeness of our people. Because good manners and politeness are vitally important in creating perfect service. Vadim Prokopiev says that WOW-service in Belarus can be obtained only by changing people's worldview.

An authentic WOW-environment only happens when it is rooted in a strong value-driven culture throughout the organization.

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## ECONOMICS OF IMPRESSION AS A DIRECTION FOR DEVELOPMENT OF BELARUSIAN BUSINESS

The modern market is saturated with numerous goods and services is a constant struggle, competition under the most severe manifestations. And all for what - to maximize profits. Various types of products have a certain value for consumers.

In modern economic literature, price is defined as the value that the consumer is willing to give for satisfying a particular need. Psychologists singled out three basic types of needs: biological, social and spiritual.

With a certain degree of conventionality, we can say that there are other, hidden needs that do not have pronounced outlines. Consumers often face moments of uncertainty:

they cannot say what they want at the moment, what they are unhappy with and how this situation could be remedied. This phenomenon is called a hidden need.

Marketing identifies the price as the main kind of competition. The first thing that the consumer pays attention to is the price. Discounts, "two things at a price of one", sales – all these words on bright labels in the stores cause instant interest among consumers, while producers at the mention of these words are shaking. In this situation, we should find some alternative.

Assume that the price is no longer regarded as a fundamental criterion for the selection of a particular purchase. Such a criterion is impressions in today's economy. Since birth, a person cannot do without them, because they surround people at every step. Any event or phenomenon affects our subconsciousness, leaving a certain aftertaste. Thus, the impression is a certain image, a reflection left in the mind, in the memory of a person.

Joseph B. Pine and James H. Gilmore, give the following definition to the notion of impression: "Impressions are the fourth economic proposal, which is as strikingly different from services as services from goods" in their book *The Economy of Impressions* [1, p. 6].

If the client does not have memories of the brand, then this brand does not exist for him [2].

Today, the producer is not enough to satisfy only biological, social and spiritual needs. Economic actors need to look much deeper into the emotions of people. Almost any hidden need can be satisfied with positive emotions. Such a concept underlies the "post-industrial economy" or the economy of impressions.

Consider the example of the economic experience of action by the example of the light industry enterprises of OJSC "Shoes". It specializes in the production of children's shoes (mostly made of leather), which is a socially important goods and the consumer has a certain value.

It is necessary to consider 4 levels of value. The first three levels are traditional in the world economy, but the fourth has its own peculiarity.

The first level of value is raw materials: the conditional cost of a pair of children's shoes made from the simplest untreated dim materials.

Result of the first level – 10-14 rubles per pair.

The second level of value – goods: the notional value of a pair of children's shoes, has a decorated bright colors, patterns, decorative elements and executed in accordance with a familiar brand Shagovita, which is a guarantee of quality.

Result of the second level – 13-18 rubles per pair.

The third level of value – service: appropriate service, warranty service, contact with consumers, registration of primary packaging in accordance with the children's interest

Result of the third level – 18-20 rubles per pair.

The fourth level of value is impressions: a company store with a corresponding bright animated interior located in a shopping center that will hire animators to attract the child's attention, free candies, a hamster in a cage, fish, cartoons, music; small, but bright bonuses when buying, which will leave certain impressions of the child and brighten up the boring process of choosing and shopping. All this will remain in the memory of the child,

and positive emotions in combination with the necessary, high-quality purchase will contribute to raising the mood for both the child and parents

Result of the fourth level – 20-25 rubles per pair.

When buying a particular product, people tend to think rationally in most cases, choose the most beneficial offers, and the emotional side of the question remains somewhere on the sidelines. If we consider behavior from the position of the child, then the child's psyche is in pursuit of new impressions, sensations, emotions, which is required.

It's no secret that domestic consumers tend to have more confidence in foreign producers and put the purchase of such goods in priority. In order to solve this problem, Belarusian producers need to think that in the face of a huge variety in the market of goods and services for the consumer, it becomes essential and important not only to purchase goods with a certain practical purpose, but to receive along with the purchase positive emotions.

Do not limit yourself to declaring yourself through traditional intrusive advertising, and the emergence of a culture of impressions as an alternative and effective sales option in order to evoke a response from the consumer.

The development of the Belarusian business in such directions in the period of pursuing the attentiveness and trust of as many consumers as possible using the economy of impressions will entail both a consumer satisfaction point and an increase in the profit of organizations.

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## **THE MOTIVATION AS A FACTOR OF COMPANY DEVELOPMENT AND ITS PERSONNEL POTENTIAL**

Motivating employees is vital to any business. A motivated workforce means a highly productive staff, all of which will help an organization to achieve its goals. Lots of research has shown the relationship between employee satisfaction and a company success. That is why it is the topic of great importance nowadays.